

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Confirmation No.: **4989**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

References DT and DU were cited in a Supplementary European Search Report from the European Patent Office in counterpart European Patent Application No. 04816010.5-1238. A copy of that Supplementary European Search Report is provided as reference DW.

Reference DV is an Office Action from the Canadian Patent Office in counterpart Canadian Patent Application No. 2,552,236.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Examiner's Answer mailed on December 9, 2008 raised a new ground of rejection, and since the applicants elected to reopen prosecution by filing a reply under 37 C.F.R. § 1.111 on February 9, 2009, the finality of the Office Action mailed on October 23, 2006 is effectively withdrawn for purposes of C.F.R. § 1.97. Therefore, the applicants request that this IDS be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

Certification Under 37 CFR 1.97(e)(1):

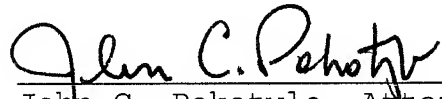
I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement

submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

May 5, 2010

A handwritten signature in dark ink, appearing to read "John C. Pokotylo", is written over a horizontal line.

John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724